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The Rise of the "News Fatigue" Phenomenon in the Arab Environment and its Impact on the Quality of Media Content an Analytical Study on the Websites Al Jazeera and BBC Arabic

Abstract

This study seeks to identify the reasons for the growing phenomenon of news fatigue, coinciding with the increasing pace of events and wars in the Arab region, specifically in the Middle East, as this has been reflected in the psychological and professional conditions of journalists and the public alike, and has had a steady impact on interaction with media content.

Especially given the public's sense of fatigue and exhaustion in an era characterized by a massive influx of information due to the constant coverage of major crises witnessed in the region, such as the wars in Gaza and Lebanon and the coup that took place in Syria.

This study aims to reveal the modern strategies developed by media institutions to confront the phenomenon of news fatigue, especially since the massive and rapid flow of information resulted in the phenomenon of fake news, which directly affected the credibility of Arab media institutions. In addition to a renewed focus on reviving constructive journalism, characterised by accuracy and in-depth analysis of the media phenomenon prevalent in the era of technological acceleration.

Keywords: *news fatigue, the Arab environment, media content, constructive journalism*

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Ərəb mühitində “xəbər yorğunluğu” fenomeninin artması və onun media məzmununun keyfiyyətinə təsiri: Əl-Cəzirə və BBC Arabic veb saytları üzərində analitik araşdırma

Xülasə

Bu tədqiqat Ərəb bölgəsində, xüsusən də Yaxın Şərqdə hadisələrin və müharibələrin artan tempinə uyğun olaraq artan xəbər yorğunluğu fenomeninin səbəblərini müəyyən etməyə çalışır, çünki bu, jurnalistlərin və ictimaiyyətin psixoloji və peşəkar vəziyyətində əks olunmuş və media məzmunu ilə qarşılıqlı əlaqəyə davamlı təsir göstərmişdir.

Xüsusilə də Qəzza və Livan müharibələri, eləcə də Suriyada baş verən çevriliş kimi regionda şahidi olunan böyük böhranların daim işıqlandırılması səbəbindən kütləvi informasiya axını ilə xarakterizə olunan bir dövrdə ictimaiyyətin yorğunluq və tükənmə hissi nəzərə alınır.

Bu tədqiqat, xüsusən də kütləvi və sürətli informasiya axınının saxta xəbərlər fenomeninə səbəb olması və bunun ərəb media qurumlarının etibarlılığına birbaşa təsir göstərməsi səbəbindən media qurumları tərəfindən xəbər yorğunluğu fenomeninə qarşı mübarizə aparmaq üçün hazırlanmış müasir strategiyaları aşkar etməyi hədəfləyir. Bundan əlavə, texnoloji sürətlənmə dövründə geniş yayılmış media mühitində dəqiqlik və dərin təhlil ilə xarakterizə olunan konstruktiv jurnalistikanın dirçəldilməsi üzərində yenidən diqqət yetirilir.

Açar sözlər: *xəbər yorğunluğu, ərəb mühiti, media məzmunu, konstruktiv jurnalistika*

Introduction

In light of the massive and terrifying flow of news during our current era, and the increasing political and economic crises and even environmental disasters in the world, from the COVID-19 crisis, which has upended the lives of peoples and nations and altered their lifestyles, to the state of the global climate and its changes, rising temperatures are fueling the direct cause of environmental degradation, natural disasters, extreme weather conditions, and food and water insecurity.

The consequences of this include rising sea levels, melting Arctic ice, the death of coral reefs, ocean acidification, and the outbreak of forest fires, with the Earth now threatened with great destruction. In addition, there is the lack of security and stability in several regions of the world, such as Palestine, Lebanon, and Ukraine.

All of these conditions have directly and clearly paved the way for the spread of the phenomenon of news fatigue, which has become unavoidable, affecting the psychological and professional health of journalists and the public alike.

The 2024 Digital News Report revealed that 39% of audiences in several countries are avoiding the news occasionally or regularly, due to the psychological stress caused by constant coverage of major crises, such as the wars in Gaza and Ukraine, and climate change.

The same report also showed that 50% of journalists in countries such as Canada, Spain, and Ecuador suffer from high levels of anxiety, while the depression rate among them reached 20%.

The Pew Research Center conducted a field study in April 2020 of 12,000 American adults and found that 66% of them admitted to being exhausted by the overwhelming amount of news they are exposed to daily.

The study revealed a desire by these citizens to consume less news in an effort to maintain their mental health. Given the psychological pressures and exhaustion experienced by the public in various parts of the world on the one hand, and the anxiety and professional pressures that have become a constant companion for journalists on the other hand, this has affected the quality of media content produced by various international news websites such as Al Jazeera.net and BBC Arabic. Complaints from those in charge of these institutions have also increased due to the decline in interaction rates with media content that deals with news of wars and crises that the world has been experiencing in recent years, which has led to a rethinking of the creation of new models of constructive journalism.

Research

Choman believes that most media outlets are still unable to provide a professional media model that aims to serve the public. There are some platforms that avoid talking about any negatives, believing that the current stage does not tolerate any criticism, and others only care about the negatives, avoiding any achievements. Because its sole concern is increasing the number of advertisers and revenues, based on the above, we pose the following main question: What is the impact of the growing phenomenon of news fatigue on the quality of media content on global news websites?

This question includes a number of sub-questions, as follows:

What are the reasons leading to the growing phenomenon of news fatigue among journalists and the public?

What strategies are media organizations adopting to combat the phenomenon of news fatigue?

What are the criteria necessary to establish models of constructive journalism in news organizations?

What is the nature of the news content published by Al Jazeera.net and BBC Arabic?

What are the editorial templates and methods that the two news websites rely on?

To what extent does the public engage with media content covering crisis news on Al Jazeera.net and BBC Arabic?

2- Study objectives:

This study seeks to achieve the following objectives:

To identify the causes contributing to the growing phenomenon of news fatigue among journalists and the public.

To uncover the strategies adopted by media organizations to address the phenomenon of news fatigue. To identify the criteria necessary to establish a model of constructive journalism across news organizations to reduce the impact of news fatigue. To uncover the rates of public engagement with war and crisis news on Al Jazeera.net and BBC Arabic.

3- Importance of the Study:

The importance of this study stems from the rapid changes in the digital media environment, particularly in the Arab world, where users are confronted with an overwhelming influx of news across multiple platforms, leading to the growth of a phenomenon known as "news fatigue." The seriousness of this phenomenon lies in its direct impact on the audience's relationship with media content, on the one hand, and on the news production and editing policies of media institutions, on the other.

This study is one of the first scholarly attempts to address the phenomenon of news fatigue in the Arab context, given the scarcity of literature and research that has addressed this concept locally, compared to its widespread use in Western literature. The study also gains additional significance from its selection of two leading news websites: Al Jazeera Net and BBC Arabic, given their broad regional influence and exemplary news processing methods. This allows for an in-depth qualitative analysis of news production mechanisms, density, diversity, and presentation styles. The importance of this research also lies in its applied dimension, as its findings can contribute to providing practical recommendations for Arab media institutions to improve content quality and reduce excessive publishing practices, which can lead to audience fatigue and loss of trust in the media institution. It also aims to enhance media decision-makers' understanding of the balance between news abundance and editorial value, at a time when breaking news, promotional content, and analytical content are intertwined.

This study is of academic importance in that it provides a theoretical and analytical framework that can be relied upon in future research addressing the Arab public's relationship with digital media in terms of saturation, aversion, and information burnout. It calls for a rethinking of this approach considering digital publishing strategies from a psychosocial and cultural perspective.

4- Study Concepts:

The stage of defining study concepts is one of the fundamental and important stages of scientific research. It can be defined as a conscious and intentional process by which the researcher identifies and explains the basic terms and concepts that will be used repeatedly in their study.

News Fatigue:

Typically, it is a state of exhaustion that afflicts a person due to their constant monitoring of the news. This phenomenon has become global in recent years, as individuals around the world strive to do their utmost to stay informed of the latest news and developments. They have come to feel the importance and necessity of being aware of important events in the world around them, not only for their own enlightenment, but also so that they can make more informed decisions (Boczkowski, Mitchelstein, & Matassi, 2018).

Procedurally: It is a media phenomenon that reveals the psychological stress of journalists and the public resulting from the massive amount of information related to bad news broadcast by various media outlets and social media sites, such as news about crises and wars.

Media Content:

Technically: It refers to the forms and content produced and distributed across various media outlets, including newspapers, radio, television, the internet, and social media. Media content aims to convey information and news, in addition to entertaining the audience. Media content varies in form, including news articles, podcasts, videos, and television programs (Baran, 2021).

Procedurally: It is the sum of the activities and events that media professionals cover in their daily work. These are categorized into specific journalistic genres based on the nature of the information obtained by the journalist. Newsrooms then undertake several tasks to produce media content in its final form, which is then disseminated through the media.

Constructive Journalism:

Typically: It is an editorial approach that seeks to promote balance in media coverage by incorporating positive elements, solutions, and future prospects within traditional news coverage, which tends to focus solely on problems and crises. It aims to stimulate critical thinking, empower the audience, and support informed societal responses, rather than incite fear, tension, or excessive negativity. Constructive journalism is based on principles derived from positive psychology and solutions-based journalism, and seeks to provide more comprehensive and in-depth coverage without compromising professional standards such as accuracy, objectivity, and accountability (Haagerup, 2017).

Procedurally: It is called positive journalism or solutions journalism. It involves narrating all the true details of the news and presenting the complete story to the audience. For example, it is not only necessary to provide the most accurate details of a social incident and to outline the obstacles and problems involved in that social problem, but also to narrate the measures that have been taken or will be taken to confront that ordeal and to point out the people struggling to solve it. In other words, constructive journalism is a news story that reveals how people can help victims of a humanitarian disaster, where the positive side of the news story is revealed, not just by presenting figures about the scale of the tragedy and its gruesome details.

Al Jazeera aljazeera.net: The official website of Al Jazeera Media Network, and one of the most prominent digital news platforms in the Arab world. Launched in 2001 as a digital extension of Al Jazeera Satellite Channel, the website aims to deliver news, information, and analysis of current events to a wider audience via the internet. The website provides diverse content, including breaking news, analytical reports, opinion pieces, and in-depth investigations, in multiple languages, most notably Arabic and English. Aljazeera.net is distinguished by its focus on regional and international issues from a perspective that reflects the network's editorial line. It also relies on advanced digital publishing technologies to enable interaction with the audience and enhance dissemination across various media and digital platforms (Cushion & Lewis, 2010).

BBC Arabic website: The BBC Arabic website is one of the cornerstones of the Arabic media service provided by the British Broadcasting Corporation (BBC) across multiple platforms, including the internet, radio, television, and mobile devices. This Arabic service was launched in 1938 as a radio broadcast offering news summaries in Arabic. Over the decades, it quickly evolved to include a constantly updated digital broadcast via a website launched in 1998, in addition to a news television channel launched in 2008. The website is characterized by an editorial media approach that seeks to provide accurate, unbiased news, based on in-depth analysis, and keen to consider the interests of the Arab audience. BBC Arabic services also enjoy a high reputation for accuracy and credibility, and its website has gained widespread trust among followers, with the number of visitors exceeding millions of users per month (Seaton, 2015).

5- Methodological procedures of the study:

5-1. Study Type: This study falls under the category of descriptive studies, which seek to describe a situation or phenomenon accurately and comprehensively, using a focused, systematic approach. The descriptive research design focuses on using various research methods to study one or more variables (McCombes, 2023). Descriptive studies aim to accurately portray the tangible reality. The study, titled "The Growing Phenomenon of News Fatigue in the Arab Environment and Its Impact on the Quality of Media Content," an analytical study of the Al Jazeera Net and BBC Arabic websites, aims to reveal the rates of interaction in various forms with regard to news related to wars, crises, and natural disasters occurring around the world.

5-2. Methodology for the Study:

Choosing the appropriate methodology in any scientific study is one of the most important scientific steps taken by any researcher seeking to achieve specific results. The methodology provides the necessary scientific method and approach to answering the questions formulated within the study's problematic.

Furthermore, the nature of the topic and its objectives dictate the researcher's choice of the appropriate methodology.

According to our study, the most appropriate methodology is the descriptive-analytical methodology, which aims to deconstruct and explain the phenomenon under study and find convincing answers to the problematic questions. This is particularly true given that the focus will be on content analysis based on a collection of content published on the social networking sites Facebook and on the websites of Al Jazeera Net and BBC Arabic.

3-5. Data Collection Tools:

A set of various methods, approaches, techniques, and procedures that a researcher relies on to obtain the information and data necessary to complete and accomplish research on a specific topic.

According to our study, "The Growing Phenomenon of News Fatigue in the Arab Environment and Its Impact on Media Content," an analytical study, the most appropriate tool for this study is content analysis.

Berleson defines content analysis as: "One of the scientific research methods that aims to objectively, systematically, and quantitatively describe the apparent content of communication materials." (Attia, 2013, p. 94)

Content analysis aims for accurate and objective description, as well as quantitative classification, of the content of the phenomenon under study. It is characterized by three elements: objectivity, organization, and quantity. In this study, the researcher focuses on three important categories related to content:

- The nature of media content

- The style and format of editorial content

- Indicators of stress and fatigue in media content

- The interactivity and interest patterns category

As for the categories of form, the researcher limits this to the visual and technical elements relied upon by the two websites under study regarding the targeted media topics, based on the electronic visual space they use to present various media messages.

6- Study Sample:

In scientific research, the sample is the part selected by the researcher according to the nature of the study topic, using specific methods. The researcher ensures that the original community of the phenomenon is accurately represented. The sampling method is used when the target communities are large and distributed across vast geographical areas, making it impossible to conduct the study through a comprehensive survey.

A sample is defined as: "A subset of the entire community containing some elements selected from this community." (Attia, 2013, p. 102)

The researcher intentionally selected a significant number of news items published on the two websites during the period from January to June 2025.

7- Theoretical Introduction to the Study:

Introduction:

With the accelerating pace of global events and the escalation of political and economic crises, audiences and journalists find themselves facing the phenomenon of "news fatigue," which is increasingly affecting their engagement with news content.

In a comprehensive report issued by the Reuters Institute for the Study of Journalism, the most prominent challenges and opportunities facing the media industry in 2025 were analyzed, highlighting the psychological and professional pressures experienced by journalists and the increasing reluctance of the public to follow the news due to feelings of exhaustion and anxiety.

7-1. The concept of news fatigue:

It refers to a state of mental and emotional exhaustion resulting from excessive and continuous exposure to news, especially negative or anxiety-provoking news. This constant exposure can lead to feelings of distress, anxiety, helplessness, and even depression. In other words, it is a type of information overload that focuses specifically on news consumption. With the massive flow of news

around the clock across various media outlets, many people find it difficult to process this large amount of information, leading to a feeling of exhaustion (Ying, Jiankun, & Oberiri, 2025).

7-2. The obsession with "news fatigue" plagues people around the world:

The 2024 Digital News Report revealed that 39% of the public in several countries now avoid the news occasionally or regularly, as a result of the psychological stress caused by the constant coverage of major crises, such as the wars in Gaza and Ukraine and climate change. The report also showed that 50% of journalists working in countries such as Canada, Spain, and Ecuador suffer from high levels of anxiety, with depression rates reaching 20%.

While the report did not directly address the situation in Arab countries, the ongoing crises in the region and the multiple wars likely mean that anxiety and depression rates among Arab journalists and the public are higher than the global average (Newman, Fletcher, Robertson, Eddy, & Nielsen, 2024).

7-3. Causes of News Fatigue:

According to Hisiw Yang, a researcher at the Husman School of Journalism, the causes of news fatigue are numerous and can be summarized as follows:

The Internet:

Before the advent of the internet, people obtained a reasonable amount of news from traditional media outlets, consuming and enjoying it according to their available time. However, with the advent of the internet, the cost of producing news has decreased, and its broadcast and distribution have become easier. Consequently, audiences feel exposed to a large influx of news because they are constantly connected to the internet.

Social media platforms:

This is a significant cause of news fatigue, and perhaps more dangerous than the internet, because they are designed to keep people constantly connected, constantly urging them to stay connected and engaged so they don't miss a thing. Constant scrolling on some platforms

The nature of some platforms allows for almost unlimited scrolling and switching from one content to another. This is most evident on TikTok and Instagram. This feature appears to be specifically designed to give users the impression that there is no end to the content they are exposed to, to the point where they reach what can be called saturation and feel exhausted from following these platforms (Ruiz, Molina León, & Heuer, 2024).

There are other factors contributing to the spread of news fatigue, most notably:

The overwhelming amount of information: In the digital age, audiences are exposed to a constant and increasing stream of news and information from multiple sources around the clock. This overwhelming amount of information makes it difficult to process everything, leading to feelings of stress and mental exhaustion.

The nature of negative news: Much of news coverage focuses on negative events, such as conflicts, disasters, crises, and crimes. Constant exposure to this type of news can increase levels of stress, anxiety, and fear among journalists and the public alike, leading to feelings of helplessness and pessimism.

Continuous and repetitive coverage: The same news and events are often circulated repeatedly and intensively across various media outlets. This repetition can increase feelings of boredom, distress, and fatigue with the same topics. An example of this is the constant media coverage of events in Gaza. The speed of news transmission: With the spread of the internet and social media, news has become extremely rapid, meaning we are exposed to news as it happens, sometimes before full or accurate details are available, increasing uncertainty and anxiety.

Fear of missing out (FOMO): Many people feel constant pressure to keep up with the latest developments for fear of missing out on important information or feeling out of touch. This constant urge to follow contributes to excessive news consumption and the resulting burnout.

News Interference with Daily Life: News has become an integral part of our daily lives, as we receive it via our mobile phones, social media accounts, and at work. This constant overlap makes it difficult to separate personal life from the news flow.

Feelings of Powerlessness: When we are exposed to news about major global issues or complex crises, we may feel helpless and unable to effect change. This feeling of powerlessness can increase the frustration and exhaustion that results from following the news.

Media Biases and Misinformation: Exposure to biased news or misinformation can increase feelings of confusion and mistrust, and contribute to mental and emotional exhaustion (Song, Jung, & Kim, 2017).

7-4. Strategies of Media Organizations to Combat News Fatigue:

In an effort to mitigate the effects of news fatigue on both journalists and the public, some media organizations have begun innovative strategies have been adopted to combat this phenomenon, the most important of which are:

Simplifying content: The British newspaper The Guardian adopted a model based on providing a daily summary of key events, such as the "What We Know" report on the Russia-Ukraine war. This report focuses on essential information without delving into exhausting details, leading to increased readership and engagement rates.

Focusing on human stories: The Swedish website Dagens Nyheter relied on TikTok to tell personal stories related to crises. A story about a group of friends celebrating one of their engagements before the outbreak of the Gaza war received more than 500,000 views in one week, reflecting the public's interest in this type of content.

Engaging with decision-makers: The Finnish newspaper Helsingin Sanomat presented a report showing images of the destruction in Gaza to members of the Finnish parliament and recording their emotional reactions, which helped bring the issue closer to the public and raise awareness of the impact of war (The Guardian, 2025).

Other strategies include:

A- Mitigating negative news: Negative news can be mitigated by:

Providing positive solutions and context: Instead of focusing solely on problems and crises, media organizations can seek out positive stories and innovative solutions to the problems at hand. Highlighting successful initiatives and constructive efforts can counteract feelings of helplessness and pessimism.

Focusing on constructive news: Allocating space or bulletins to news that emphasize progress, innovation, humanitarian achievements, and initiatives that make a positive difference in society.

Managing the pace of news: Avoiding excessive and repetitive coverage of the same negative events, providing less frequent but more comprehensive and analytical updates (Newman, Fletcher, Robertson, Eddy, and Nielsen, 2024).

B- Improving the Quality of News Coverage: The quality of media coverage can be improved by:

Delving into analysis and context: Providing in-depth analyses of events helps the audience better understand the causes, roots, and effects, reducing feelings of confusion and superficial fatigue.

Fact-checking and credibility: Ensuring the accuracy of information and the credibility of sources before publication contributes to building trust and reducing anxiety caused by false and misleading news.

Avoiding Excessive Sensationalism: Avoid misleading or overly sensational headlines that merely aim to attract attention without providing valuable content.

C- Meeting Diverse Audience Needs: Meeting diverse audience needs can be achieved through:

Offering Diverse Content Options: Providing different forms of news content, such as summaries, infographics, simplified explanations, and short audio and video clips, to meet the preferences and needs of a wider audience.

Personalizing the user experience: Allowing users to customize the types of news they want to follow and determine the frequency of updates.

Engaging with the audience: Encouraging dialogue and providing spaces for questions and inquiries to reduce feelings of isolation or misunderstanding.

d. Adhering to professional ethics: This issue is very important for media professionals, as they must demonstrate:

Transparency and clarity: Clarifying information sources and journalistic methodology.

Objectivity and neutrality: Presenting news in a balanced manner and presenting different viewpoints.

Considering psychological effects: Paying attention to how news affects the audience's mental health and avoiding publishing content that may cause unnecessary shock or excessive stress.

e. Exploring new approaches to news presentation: This can include:

Solutions journalism: Focusing on stories that address how individuals and communities respond to problems and challenges.

Slow journalism: Providing in-depth and thoughtful analyses rather than focusing on speed and quantity (McIntyre, 2019).

By adopting these strategies, media organizations can play a more responsible role in delivering news in a sustainable manner that maintains audience interest and reduces the impact of "news fatigue."

7-5. The Future of the Media Industry in Light of the Increasing Prevalence of News Fatigue:

The Reuters Institute report indicates a set of predictions about the future of the media industry in the coming years:

Increasing pressure on older generations: News fatigue is no longer limited to young people; experienced journalists are expected to suffer more from it, due to the accumulation of professional pressures over the years.

Increasing interest in positive news: Some media organizations, such as the Spanish newspaper *elDiario*, have begun planning to launch weekly bulletins that focus on constructive news and successful initiatives, rather than exclusively focusing on covering problems and crises (The Guardian, 2025).

7-6. Towards the Return of Constructive Journalism:

The Finnish platform "Uusi Juttu" decided to publish one in-depth investigation per day, along with audio summaries and short newsletters, in an attempt to alleviate audience fatigue. Surveys later revealed an increase in the number of audience members following this new strategy created by this platform.

The Swedish newspaper "Svenska Dagbladet" also launched the "Kompakt" service under the slogan "Read Less... Learn More," targeting readers who wish to reduce the time they spend following the news (Nieman, 2024).

8- The Applied Framework:

Introduction:

The field aspect of scientific research is the stage in which the researcher collects data and information directly from the reality or field in which the study is conducted. This aspect represents the practical application of the research methodology identified during the previous research phases. In other words, it is the process of the researcher going down to the ground to gather evidence and data that will help him answer the research questions, test his hypotheses, or explore the phenomenon under study in depth.

First Axis: Nature News Content

Percentage of Cultural and Humanitarian News

Percentage of Political and Security News

6% 76% Al Jazeera.net

11% 69% BBC Arabic

The results revealed that political and security news constituted more than 70% of the total content on both sites, while cultural, narrative, or positive news constituted less than 12%.

This means that the intense focus on political issues and unrest generates what is known as "information overload," especially among an audience experiencing these crises on a daily basis, making them easily susceptible to news fatigue.

Second Theme: Editorial Templates and Styles

BBC Arabic Al Jazeera.net Editorial Template

38% 62% Live News
36% 23% Analytical/Investigative Report
14% 9% Opinion Article
12% 6% Humanitarian Story or Narrative

Al Jazeera uses. Net uses the traditional hard news format, with an immediate and urgent tone, for 62% of its news, while BBC Arabic relies on interpretive and analytical formats for 44% of its content, i.e., analyses, in-depth reports, and human stories.

This can be explained by the fact that relying on a fast-paced news format can exacerbate feelings of fatigue, similar to what happens when following Al Jazeera.net, while the BBC's analytical formats allow for deeper understanding without feelings of repetition or momentary tension.

Third axis: Indicators of stress and fatigue in content

BBC Arabic Al Jazeera Net Index

39% 65% Tension-inducing phrases in headlines
40% 60% Pessimistic/catastrophic tone
33% 58% Repetition of the same event in different formats
11% 4% Presence of stress-relieving (humanitarian) stories

Al Jazeera.net used charged warning phrases such as "urgent," "massacre," "tragedy," "catastrophe," and "collapse" in 65% of its headlines, while this percentage was lower in BBC Arabic, at only about 39%.

This can be explained by Al Jazeera's greater reliance on "instantaneous dynamism" to attract attention, which increases the likelihood of audience fatigue. In contrast, the BBC tends toward emotional balance, which reduces the likelihood of fatigue among its followers.

Axis Four: Visual and Technical Elements

BBC Arabic Al Jazeera Supporting Media

47% 35% Explainer video
22% 14% Infographics
53% 38% Paragraph division for easy navigation
41% 27% Additional links

Both sites rely on images as a primary element, but BBC Arabic excels at providing more explainer videos and infographics than Al Jazeera Net. Approximately 47% of BBC news included explainer media, compared to only 35% for Al Jazeera.

The explanation for this lies in the fact that the presence of interactive elements reduces fatigue because it allows the audience to easily understand the material through visual tools that are more comfortable than reading long textual content such as videos, effects, and audio recordings.

Axis Five: Audience Engagement and Interest Patterns:

Average Shares, Average Views, Average Comments, Content Type

300 22,000 9 Breaking Political News
620 29,000 16 Economic Analysis Report
1,100 42,000 45 Humanitarian/Success Story
850 37,000 28 Explanatory Video

The table above shows that audiences engaged more with narrative or explanatory news, while negative news, despite its importance, recorded lower engagement rates (shares, comments, reading time).

This indicates a shift in Arab audience preferences, as they have begun to prefer content that explains, simplifies, and inspires hope, as opposed to the repetition of negative news about wars and crises, which leaves them feeling psychologically exhausted by following this type of news.

General Results of the Study:

The study concluded with the following set of findings:

1. The phenomenon of "news fatigue" is clearly evident on Aljazeera.net in terms of repetition, emotional style, and political dominance.
2. The BBC Arabic website exhibits a more balanced editorial approach, relying on explanatory

media and in-depth reporting.

3. The Arab audience has become more aware of and psychologically affected by content, prompting them to seek mentally comforting alternatives (stories, videos, infographics).

4. It is necessary to rethink editorial formats and headline styles in the Arab world to reduce the impact of fatigue.

5. The Arab audience prefers media content that gives them a sense of hope, as opposed to negative news related to wars and crises, which leaves them feeling exhausted.

6. Among the reasons for the growing phenomenon of news fatigue are the significant increase in the use of the internet and social media platforms, in addition to the constant scrolling of certain pages.

7. Media organizations are adopting a number of strategies to combat the phenomenon of news fatigue, such as simplifying content, focusing on human stories, and engaging with decision-makers.

8. There are other strategies to combat the phenomenon of news fatigue, such as mitigating negative news, improving the quality of news coverage, meeting diverse audience needs, adhering to professional ethics, and exploring new methods of news presentation.

Conclusion

The results of this analytical study revealed a clear rise in the phenomenon of "news fatigue" in the Arab media environment, where news coverage across various news websites is characterized by a high density of political and security discourse, a constant repetition of the same issues, and headlines charged with negative emotions. This media reality, as revealed by content analysis data from Al Jazeera.net and BBC Arabic, directly impacts the relationship between the Arab public, across all its categories, and news content. It leads to a state of psychological and cognitive detachment from the news, which may lead to a significant reluctance to follow it.

The audience has increasingly shown a tendency to avoid stressful content, and a preference for explanatory, humane, or positive content that gives them space to understand without pressure. On the other hand, the attempts of some platforms, such as "BBC Arabic," have become clearer in providing diversity in editorial formats and using visual tools that mitigate the impact of shocking news, while other platforms still Others, such as Al Jazeera.net, overuse charged headlines and the "urgent" style, which deepens the state of exhaustion, as demonstrated by the results of the field study.

This scenario requires Arab media institutions to reshape their relationship with their audiences, not only in terms of what is said, but also how it is said, how often it is said, and with what narrative and cognitive style this media content is formulated.

Recommendations:

This study concluded with a set of recommendations, as follows:

The need to diversify narrative formats and move away from the traditional news format, which relies on urgent and direct styles, and adopt alternative editorial forms such as human storytelling and constructive journalism.

Reducing repetition and employing editorial intelligence by adopting digital editing tools that monitor repeated coverage of the same event on the site, in addition to producing renewed coverage instead of republishing event details in different formats.

Integrate positive and inspiring content into daily coverage, i.e., allocate permanent sections for positive news or local and Arab successes, and expand the use of positive stories that relieve the stress of constant news coverage.

Recalibrate the tone and emotional style of headlines, and limit the use of emotionally charged phrases such as "disaster, massacres, tragedy" unless necessary.

Consider the mental health of the public during times of crisis, and work with psychological specialists to craft content that is sensitive to the reader's emotions and does not stress them out.

Train journalists on the concept of "news fatigue" by developing training modules within digital editing programs on the psychological effects of excessive coverage.

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